

# ***Wethersfield Tourism Commission***

## ***Meeting Minutes***

Tuesday May 29, 2012 5:30 pm  
Town Hall, Basement Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:33 p.m.
- 2) Roll Call (5 members required for quorum) – Members in attendance: Traczyk, Ford, St. Onge, Aforismo, Sullivan, Forsdick and McHugh.
- 3) Approval of Minutes – April 2012 – Elaine St. Onge motioned to approve the minutes, Katie Sullivan seconded the motion with all members in favor.
- 4) Open issues (Old Business)
  - a) CT Culture & Tourism Cooperative Marketing Challenge Grants – Mr. Gillespie reported that he has not yet received confirmation that grant funds will be provided and has attempted to confirm funding availability with State to no avail. Mr. Gillespie will send additional emails and phone calls.
- 5) New Business
  - a) Photo Contest – Chair Traczyk distributed photos of the contest winners. Mr. Ford offered to help with a display board to present the winners to the public that could be displayed in Town Hall or the Library. Mr. Gillespie will prepare a press release for distribution.
  - b) Stakeholders Meeting – It was suggested that a June 14 Stakeholders meeting is scheduled to discussion September grant opportunity.
  - c) Website RFP – Mr. Gillespie reported that 20 proposals had been received and had been narrowed down to 4 firms for interviews. It was planned to recommend the chosen vendor before the end of June.
  - d) Wayfinding Signage Program – Mr. Gillespie reported that he is in discussions with Sign Lite about a redesign for a few of the signs so that implementation could continue.
  - e) Vibrant Communities Initiative Grant – Mr. Gillespie reported that he is waiting for word on the grant decision and hopes to hear in early June. Ms. McHugh thanked Mr. Gillespie for getting the grant application together in such a short deadline.
  - f) 2012 Tourism Conference – Chair Traczyk reported on Conference results: new Revolutionary CT branding, E-Tractions, Kiosks at rest stops, Fall event calendar. Discussion ensued about placing an ad in the fall event calendar, Mr. Forsdick motioned and Mrs. Sullivan seconded the motion. With all members voting in favor.
- 6) Reports – Affiliate Commissions/Organizations
  - a) Economic Development & Improvement Commission – D McHugh reported on the EDIC's success with the Shops Local program, the façade program and the Farmer's Market.
  - b) Central CT Culture & Tourism - G. Munroe – Absent due to recent accident. Katie Sullivan reported that the State Tourism group will be meeting at the Webb Barn on the 14<sup>th</sup>.
  - c) Greater Hartford Convention & Visitors - C. Hall – No report.
  - d) OW Shopkeepers – C. Ford – Discussed changes in leadership Joan Hughes will become President.
  - e) WHS – Elaine St. Onge reported on June 9 Open House Day and the Francis House will be open that day for Free.

f) WDS – Katie Sullivan – Reported on a great week of events and on recent success in getting stories printed.

7) Other Business

- a) Chris Traczyk reported that member terms are expiring and discussed possible new members.
- b) Mr. Forsdick requested a status on the Heritage Commission.
- c) Mr. Gillespie reported on the year end budget status and was directed to explore funding to continue contractual work with the Pita Group and with CTM Media.
- d) Mr. Ford suggested that the Shopkeepers may need help with the Scarecrows on Main program.

8) Adjournment – Chair Traczyk adjourned the meeting at 7:05 p.m.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager